

CONTRACT



Journal Broadcast Group
720 E Capitol Dr
Milwaukee, WI 53212-1308
(414)332-9611

www.todaystmj4.com

And:

American Rambler Productions
138 Conant Street
Beverly, MA 01915

<u>Contract / Revision</u> 365977 /		<u>Alt Order #</u> 06868967
<u>Product</u> Mitt Romney		
<u>Contract Dates</u> 10/31/12 - 11/06/12	<u>Estimate #</u> 385	
<u>Advertiser</u> Romney/R/President		<u>Original Date / Revision</u> 10/29/12 / 10/29/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTMJ	<u>Account Executive</u> Anjanette Brady	<u>Sales Office</u> Petty-Philadelph
<u>Special Handling</u>		
<u>Demographic</u> Households		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WTMJ	10/31/12	11/02/12	Live at Daybreak	6a-7a		:30			NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	--WTF--				3	\$750.00			
N 2	WTMJ	11/05/12	11/06/12	Live at Daybreak	6a-7a		:30			NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	11/05/12	11/11/12	MT-----				4	\$750.00			
N 3	WTMJ	10/31/12	11/02/12	Today Show M-F	7a-9a		:30			NM	6	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	--WTF--				6	\$700.00			
N 4	WTMJ	11/05/12	11/06/12	Today Show M-F	7a-9a		:30			NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	11/05/12	11/11/12	MT-----				4	\$700.00			
N 5	WTMJ	11/05/12	11/06/12	Live at Noon	12p-1230p		:30			NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	11/05/12	11/11/12	MT-----				4	\$400.00			
N 6	WTMJ	10/31/12	11/02/12	Live at Noon	12p-1230p		:30			NM	6	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	--WTF--				6	\$400.00			
N 7	WTMJ	11/05/12	11/06/12	Live at 12:30	1230p-1p		:30			NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	11/05/12	11/11/12	MT-----				4	\$400.00			
N 8	WTMJ	10/31/12	11/02/12	Live at 12:30	1230p-1p		:30			NM	6	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	--WTF--				6	\$400.00			
N 9	WTMJ	10/31/12	11/02/12	Live at 4:00 News	4p-430p		:30			NM	6	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	--WTF--				6	\$500.00			
N 10	WTMJ	11/05/12	11/06/12	Live at 4:00 News	4p-430p		:30			NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	11/05/12	11/11/12	MT-----				4	\$500.00			
N 11	WTMJ	11/05/12	11/06/12	Live at 4:30 News	430p-5p		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	11/05/12	11/11/12	MT-----				2	\$500.00			

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Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. Journal Broadcast Group and its stations do not discriminate in advertising contracts on the basis of race or ethnicity, and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser represents and warrants that it is not purchasing advertising time from Journal Broadcast Group or its stations that is intended to discriminate on the basis of race or ethnicity.



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Contract / Revision	Alt Order #
365977 /	06868967

Contract Dates	Product	Estimate #
10/31/12 - 11/06/12	Mitt Romney	385

Advertiser	Original Date / Revision
Romney/R/President	10/29/12 / 10/29/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
N 12	WTMJ	10/31/12	11/02/12	Live at 4:30 News	430p-5p		:30			NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-- WTF--				3	\$500.00			
N 13	WTMJ	10/31/12	11/02/12	Live at 5 News	5p-530p		:30			NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-- WTF--				3	\$800.00			
N 14	WTMJ	11/05/12	11/05/12	Live at 5 News	5p-530p		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$800.00			
N 15	WTMJ	11/05/12	11/05/12	Live at 6 News	6-630p		:30			NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$850.00			
N 16	WTMJ	10/31/12	11/02/12	Live at 6 News	6-630p		:30			NM	3	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-- WTF--				3	\$850.00			
N 17	WTMJ	10/31/12	11/02/12	Access Hollywood	630p-7p		:30			NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-- WTF--				3	\$600.00			
N 18	WTMJ	11/05/12	11/05/12	Access Hollywood	630p-7p		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$600.00			
N 19	WTMJ	11/05/12	11/05/12	Live at 10pm M-F	10p-1035p		:30			NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$1,800.00			
N 20	WTMJ	10/31/12	11/02/12	Live at 10pm M-F	10p-1035p		:30			NM	3	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-- WTF--				3	\$1,800.00			
N 21	WTMJ	11/03/12	11/03/12	Today Show Saturday	6a-8a		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$450.00			
N 22	WTMJ	11/03/12	11/03/12	Live at Daybreak-Sat. 8a-10a	8am-10am		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$500.00			
N 23	WTMJ	11/03/12	11/03/12	Live at 5 Saturday	5p-530p		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$600.00			
N 24	WTMJ	11/03/12	11/03/12	Live at 6 Saturday	6p-630p		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$600.00			
N 25	WTMJ	11/04/12	11/04/12	Live at Daybreak-Sun. 6a-7a	6am-7am		:30			NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				2	\$400.00			
N 26	WTMJ	11/04/12	11/04/12	Today Show Sunday	7a-8a		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$500.00			
N 27	WTMJ	11/04/12	11/04/12	Live at Daybreak-Sun. 8a-9a	8am-9am		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$500.00			
N 28	WTMJ	11/04/12	11/04/12	Meet the Press	9am-10am		:30			NM	1	\$900.00

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$900.00			
N 29	WTMJ	11/04/12	11/04/12	Sunday Insight	10am-1030am		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$400.00			
N 30	WTMJ	11/04/12	11/04/12	Live at 5 Sunday	5p-530p		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$600.00			
N 31	WTMJ	11/04/12	11/04/12	Football Night in America	6pm-7:15pm		:30			NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$2,500.00			
N 32	WTMJ	11/04/12	11/04/12	NFL Sunday Night Football	7:15pm-10:30pm		:30			NM	3	\$21,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				3	\$7,000.00			
Totals											83	\$73,300.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/06/12	83	\$73,300.00	\$62,305.00
Totals	83	\$73,300.00	\$62,305.00

Signature: _____ **Date:** _____

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